

WHAT IS CLAIMED IS:

1. An article of manufacture having a plurality of computer readable files recorded thereon, wherein said files relate to geophysical seismic data, the article comprising:

a medium having said files recorded thereon, said files including data for:

- (a) a map display for a geographic area, said map display having multiple levels of geographic detail,
- (b) said map display including a plurality of surface seismic data lines,
- (c) a plurality of compressed seismic data files corresponding respectively to said surface seismic data lines, each said compressed seismic data file for producing a corresponding geophysical display upon selection of a corresponding one of said surface seismic data lines, and
- (d) a plurality of references to respective full seismic data files, said references corresponding respectively to said plurality of compressed seismic data files, wherein each said compressed seismic data file has less information content than the corresponding one of said full seismic data files.

2. An article of manufacture in accordance with Claim 1, wherein said medium is a removable medium selected from the group consisting of:

- a compact disk (CD);
- a digital versatile disk (DVD);
- a magneto-optical (MO) disk;
- a magnetic tape;
- a magnetic disk;
- a microdrive; and
- a compact flash card.

3. An article of manufacture in accordance with Claim 1, wherein said medium is fixed within a computer system and adapted to receive said files from another computer.

4. An article of manufacture in accordance with Claim 1, wherein said references are respectively embedded in said compressed seismic data files and are visible in said corresponding geophysical display.

5. An article of manufacture in accordance with Claim 1, wherein said references are electronically associated with said corresponding compressed seismic data files.

6. An article of manufacture in accordance with Claim 1, wherein each of said plurality of compressed seismic data files are created from corresponding ones of said full seismic data files using a lossy compression technique.

7. A method, using a computer system, for enabling a buyer to select a desired full seismic data file from among a plurality of available full seismic data files, the method comprising the steps of:

reading a map of a geographic area from a computer-readable medium;

5 displaying said map of said geographic area to enable selection of a region therewithin for display at a higher level of detail, said map including a plurality of surface seismic data lines, each of said surface seismic data lines corresponding respectively to one of a plurality of compressed seismic data files; and

displaying a geophysical image corresponding to one of said compressed seismic data files based on a selection of a corresponding one of said surface seismic data lines so as to allow said buyer to determine a desirability of said full seismic data file corresponding to said compressed seismic data file forming said geophysical image thus displayed, each of said compressed seismic data files being derived from and having less information content than the corresponding one of said corresponding full seismic data files, each of said compressed seismic data files containing a reference to a respective one of said full seismic data files.

8. A method in accordance with Claim 7, further comprising the step of providing to said buyer an option to purchase said full seismic data file corresponding to said geophysical image displayed.

9. A method in accordance with Claim 7, further comprising the step of recording said reference if said buyer purchases said full seismic data file.

10. A method in accordance with Claim 9, further comprising the step of displaying a list of selected references to allow said buyer to confirm the selection of said corresponding full seismic data files for purchase.

11. A method in accordance with Claim 7, wherein said medium is a removable medium selected from the group consisting of:

- a compact disk (CD);
- a digital versatile disk (DVD);
- a magneto-optical (MO) disk;
- a magnetic tape;
- a magnetic disk;
- a microdrive; and
- a compact flash card.

12. A method in accordance with Claim 7, wherein said medium is fixed within said computer system, said map and said compressed seismic data files being received from another computer for storage on said medium.

13. A method of manufacturing a computer readable medium for marketing of geophysical seismic data, the method comprising the steps of:

- converting data in a plurality of full seismic data files from a vector format to a computer graphic format to create a plurality of corresponding graphic image files;
- compressing each of said plurality of graphic image files to create a plurality of corresponding compressed seismic data files;

providing a reference in each of said compressed seismic data files for linking to respective ones of said corresponding full seismic data files;

linking each of said compressed seismic data files to a respective one of a

- 10 plurality of surface seismic data lines, wherein selection of one of said surface seismic data lines from a map displayed by a computer system causes a geophysical image corresponding to said respective one of said compressed seismic data files to be displayed; and

- 15 storing said compressed seismic data files, said references, and said map on said medium.

14. A method in accordance with Claim 13, wherein said step of compressing is repeated until said compressed seismic data file is within a predetermined size.

15. A method in accordance with Claim 13, wherein said computer graphic format is a computer graphic metafile (CGM) format.

16. A method in accordance with Claim 13, wherein said compressed seismic data file is in a Joint Photographic Experts Group (JPEG) format.

17. A method in accordance with Claim 13, wherein said step of compressing includes using a lossy compression technique to compress said graphic image files.

18. A method in accordance with Claim 13, wherein said medium is a removable medium selected from the group consisting of:

- a compact disk (CD);
- a digital versatile disk (DVD);
- 5 a magneto-optical (MO) disk;
- a magnetic tape;
- a magnetic disk;
- a microdrive; and
- a compact flash card.

19. A method in accordance with Claim 13, wherein said step of storing comprises transmitting said compressed seismic data files, said references, and said map via a computer network for storage in a fixed medium associated with a broker computer.

20. A method in accordance with Claim 13, wherein said reference is embedded in said compressed seismic data file and is visible in said corresponding geophysical display.